LISTING OF CLAIMS

1. (Original) A segment of channel letter coil comprising:

a substrate;

a first reflective material disposed upon a first surface of the substrate; and

a second reflective material disposed upon the first reflective material.

2. (Original) The segment of claim 1, further comprising an aesthetic material disposed upon a second surface of the substrate, opposite the first surface.

3. (Original) The segment of claim 2, wherein the substrate is metal.

4. (Original) The segment of claim 3, wherein the substrate is aluminum.

5. (Original) The segment of claim 4, wherein the substrate comprises Alloy 3105.

6. (Original) The segment of claim 5, wherein the first reflective material is opaque.

7. (Original) The segment of claim 6, wherein the first reflective material is of a selected color.

8. (Original) The segment of claim 7, wherein the first reflective material comprises a polyester coating.

9. (Original) The segment of claim 8, wherein the first reflective material comprises a thermo-set polyester coating.

10. (Original) The segment of claim 9, wherein the second reflective material is opaque.

11. (Original) The segment of claim 10, wherein the second reflective material is of a selected color.

12. (Original) The segment of claim 11, wherein the second reflective material comprises a polyester coating.

13. (Original) The segment of claim 12, wherein the second reflective material comprises a thermo-set polyester coating.

14. (Original) The segment of claim 13, wherein the first and second reflective materials are identical

15. (Original) The segment of claim 14, wherein the first and second reflective materials have a collective thickness of greater than about 1.2 mils.

16. (Original) The segment of claim 15, wherein the first and second reflective materials have a collective thickness between about 1.2 mils and 1.4 mils.

17. (Original) The segment of claim 16, wherein the aesthetic material comprises a fluoropolymer coating.

18. (Original) The segment of claim 17, wherein the aesthetic material is opaque.

19. (Original) A roll of channel letter coil comprising:

a rolled substrate;

a first reflective material disposed upon an inner surface of the substrate; and

a second reflective material disposed upon the first reflective material.

20. (Original) The roll of claim 19, further comprising an aesthetic material disposed upon an outer surface of the substrate.

21. (Original) The roll of claim 20, wherein the substrate is metal.

22. (Original) The roll of claim 21, wherein the substrate is aluminum.

23. (Original) The roll of claim 22, wherein the substrate comprises Alloy 3105.

24. (Original) The roll of claim 23, wherein the first reflective material is opaque.

25. (Original) The roll of claim 24, wherein the first reflective material is of a selected color.

26. (Original) The roll of claim 25, wherein the first reflective material comprises a polyester coating.

27. (Original) The roll of claim 26, wherein the first reflective material comprises a thermo-set polyester coating.

28. (Original) The roll of claim 27, wherein the second reflective material is opaque.

29. (Original) The roll of claim 28, wherein the second reflective material is of a selected color.

30. (Original) The roll of claim 29, wherein the second reflective material comprises a polyester coating.

31. (Original) The roll of claim 30, wherein the second reflective material comprises a thermo-set polyester coating.

32. (Original) The roll of claim 31, wherein the first and second reflective materials are identical.

33. (Original) The roll of claim 32, wherein the first and second reflective materials have a collective thickness of greater than about 1.2 mils.

34. (Original) The roll of claim 33, wherein the first and second reflective materials have a collective thickness between about 1.2 mils and 1.4 mils.

35. (Original) The roll of claim 34, wherein the aesthetic material comprises a fluoropolymer coating.

36. (Original) The roll of claim 35, wherein the aesthetic material is opaque.

37. (Original) A method of producing channel letter coil, comprising the steps of:

providing a substrate;

disposing a first reflective material upon a first surface of the substrate;

disposing a second reflective material upon the first reflective material; and

rolling the substrate into a coil.

38. (Original) The method of claim 37, further comprising the step of disposing an aesthetic material upon a second surface of the substrate, opposite the first surface, prior to rolling the substrate into a coil.

39. (Original) The method of claim 38, wherein the step of providing a substrate further comprises providing a metal substrate.

40. (Original) The method of claim 39, wherein the step of providing a substrate further comprises providing an aluminum substrate.

41. (Original) The method of claim 40, wherein the step of disposing a first reflective material further comprises disposing a thermo-set polyester coating.

42. (Original) The method of claim 41, wherein the thermo-set polyester coating is disposed manually.

43. (Original) The method of claim 41, wherein the thermo-set polyester coating is disposed using a coating machine.

44. (Original) The method of claim 41, wherein the step of disposing a second reflective material further comprises disposing a thermo-set polyester coating.

45. (Original) The method of claim 44, wherein the thermo-set polyester coating is disposed manually.

46. (Original) The method of claim 44, wherein the thermo-set polyester coating is disposed using a coating machine.

47. (Original) The method of claim 41, further comprising the step of heating the substrate after the first reflective material is disposed.

48. (Original) The method of claim 41, wherein the first and second reflective materials are applied to a collective thickness of greater than about 1.2 mils.

49. (Original) The method of claim 48, wherein the first and second reflective materials are applied to a collective thickness between about 1.2 mils and 1.4 mils.

50. (Original) The method of claim 47, wherein the step of heating comprises heating to a temperature between about 420°F and about 500°F, for a period of about 25 seconds.

51. (Original) The method of claim 44, further comprising the step of heating the substrate after the second reflective material is disposed.

52. (Original) The method of claim 51, wherein the step of heating comprises heating to a temperature between about 420°F and about 500°F, for a period of about 25 seconds.

53. (Original) The method of claim 44, wherein the step of disposing an aesthetic material further comprises disposing a fluoropolymer coating.

54. (Original) The method of claim 53, wherein the aesthetic material is disposed manually.

55. (Original) The method of claim 54, wherein the aesthetic material is disposed using a coating machine.